The master final exam terminating the student’s studies takes place in the final exam period each year. The final exam consists of two parts: (1) thesis defence and (2) oral final exam.

1. The requirements and recommended schedule of thesis defence

During thesis defence the candidate presents their thesis in max. 10 minutes in front of the final examination committee (including the answers to the opponents’ questions), replies to the questions, opinions and criticisms that arise. It is compulsory to accompany this presentation with a slideshow which may include 10 slides at most, prepared in one of the following formats: Power Point, Pdf, Prezi or Emaze.

The recommended content items are as follows:

- the professional presentation of the essence of thesis, the straightforward display of the examined matter/problem;
- presenting how the thesis contributes to previous research conducted in the field of communication science and media theory, addressing the current issues of the field;
- the professional and brief presentation of the research and its results;
- presenting the main results, messages, values and limitations of the thesis;
- professional self-reflection on the work carried out.

It is important that the oral summary should concentrate on the added value and novelty of the thesis: it should focus on the research/analysis conducted by the student as well as the methods used and the final results, rather than the background knowledge (i.e. the bibliographical or historical background or the description of a given organization/company).

2. The process of the final exam

The MA final exam of the Communication and Media Science programme consists of 12 topics (see on the following pages). The student draws one topic at the final exam. The duration of the oral performance shall be minimum 5, maximum 10 minutes. The list of topics consists of the titles, key concepts, compulsory and recommended readings. During the examination the student picks a topic number at random, which can be identified from the list that includes the titles of the topics. At the final exam, the numbered list of topics does not contain any key concepts or literature.

Candidates must demonstrate thorough knowledge and understanding of the key concepts and the content of the readings. In addition to the readings indicated below, topics are also directly related to the materials covered in several core course in the curriculum, and therefore revising lecture notes and class readings may also contribute significantly to the preparation for the final exam.
### 1. Topic: Communication and Media Research Methods - Principles of the Quantitative Research Strategy

**Key Concepts:**
The main steps of quantitative research; measuring concepts: operationalisation, types of reliability and validity; causality and correlation; generalising from samples to populations; replicability; limitations and criticisms of quantitative research

**Compulsory Readings:**

**Recommended Readings:**

### 2. Topic: The Cultural Context of Communication

**Key Concepts:**
necessary and sufficient conditions, frame, characteristics of frames, ICM, conceptual metaphor, basis of metaphor, mappings, scope and target, entailments, kinds of metaphor, cultural model, conceptual metonymy, stereotypes

**Compulsory Readings:**

**Recommended Readings:**


### 3. Topic: Cognitive Psychology - Historical and Contemporary Approaches to Studying Human Cognition

**Key Concepts:**
The scope of cognitive psychology; definitions of the mind and cognition; the beginnings: Donders’s reaction time experiment; Wundt: structuralism and analytic introspection; Ebbinghaus’s memory experiment and the savings curve; the behaviourist era (Watson and Skinner): the principles of classical and operant conditioning; the cognitive revolution of the 1950’s (key contributors: Chomsky, Cherry, Broadbent, Newell & Simon, Miller); modern research: the importance of building upon previous findings; structural vs. process models

**Compulsory Readings:**

**Recommended Readings:**

### 4. Topic: Communication Theories – A Theoretical Approach to Communication

**Key Concepts:**
Definition of communication, Paradigms of social sciences, Philosophical assumptions of communication theories, Origins and traditions of communication theories, Evaluation of communication theories

**Compulsory Readings:**

**Recommended Readings:**

## 5. Topic: Media Communication

**Key Concepts:**
Media literacy; Five questions for choosing media; Fake news; Propaganda tools; Logical fallacies; Memes; Agenda-setting; Big data; YouTube algorithms; Digital divide

**Compulsory Readings:**

**Recommended Readings:**
CRISPIN THURLOW: *Computer Mediated Communication* First Edition

## 6. Topic: Organisational Communication

**Key Concepts:**
Nature of organizations, Classical, Human Relations-Resources, Critical and Cultural Approaches, Conflict Management

**Compulsory Readings:**

**Recommended Readings:**
# 7. Topic: Conflict and Co-operation in Communication

**Key Concepts:**
- Communication Paradigms
- Conflict Theory
- Aggression
- Self-Regulation
- Intra- and Interpersonal Conflicts
- Attachment theory
- Work-family conflict
- Business conflicts
- International Conflicts

**Compulsory Readings:**

**Recommended Readings:**


# 8. Topic: Creative Visuality

**Key Concepts:**
- Photography
- Lenses
- Motion Picture
- Visual Storytelling
- Denotative and Connotative Meaning
- Editing

**Compulsory Readings:**
and the lecture notes from Creative Visuality I-II.

**Recommended Readings:**

https://expertphotography.com/a-beginners-guide-to-photography/

http://vision.cse.psu.edu/courses/CompPhoto/PhotoIntro.pdf


**Key Concepts:**
- Media rhetoric
- Visual rhetoric
- Spatial rhetoric
- Aural rhetoric
- Procedural rhetoric
- Persuasion
- Political rhetoric
- Virtual rhetoric

**Compulsory Readings:**


**Recommended Readings:**


### 10. Topic: Pragmatics

**Key Concepts:**
- speech acts
- illocutionary act
- felicity conditions
- indirect speech acts
- performative verb
- Cooperative Principle
- (generalized) conversational implicature
- Politeness Principle
- face theory
- T/V distinction

**Compulsory Readings:**


**Recommended Readings:**


## 11. Topic: New Media Communication

**Key Concepts:**
- traditional media vs. new media
- optimistic and pessimistic narratives
- digital divide
- filter bubble
- virtual communities
- online infringements
- artificial intelligence
- new media literacy

**Compulsory Readings:**


**Recommended Readings:**


## 12. Topic: Public Relations and Marketing Communication Design

**Key Concepts:**
- Digital marketing
- Social media marketing
- Google ads
- campaign structures
- Keyword research
- Copywriting
- Campaign management
- Campaign measurement
- SEO

**Compulsory Reading:**

Google Skillshop: Google Ads

Google Skillshop: Google Ads Measurement

**Recommended Readings:**